

INTISARI

Grand City Surabaya yang dikelola PT. Hardayawidya Graha merupakan anak perusahaan dari PT Central Cipta Murdaya (CCM) Group. Grand City Surabaya didirikan pada tahun 2009 dan diresmikan pada 10 Oktober 2010. Grand City Surabaya menghadirkan gaya hidup lebih dari *one stop shopping*, tetapi juga *one stop MICE*. Laporan Kerja Lapangan ini bertujuan untuk mengetahui implementasi dari *customer relationship management* melalui program Grand CityZen di Grand City Surabaya. Teori program loyalitas yang digunakan terdiri dari 5 desain, yaitu: *reward structure*, *participation requirements*, *payment functions*, *sponsorship* dan *cost and revenue of loyalty programs*.

Praktek Kerja Lapangan dilakukan selama 13 minggu pada bagian *Customer Service dan Customer Relations* departemen *Marketing and Communications*. Pengamatan selama melakukan kerja lapangan akan digunakan untuk membahas lebih dalam mengenai implementasi dari *customer relationship management* melalui program Grand CityZen di Grand City Surabaya.

Berdasarkan pengamatan serta pengalaman selama melakukan kerja praktek lapangan, diketahui bahwa *customer relationship management* melalui program Grand CityZen di Grand City Surabaya sudah memenuhi seluruh kondisi yang dituang dalam setiap desain program loyalitas. Masalah-masalah kecil masih dapat ditemukan, tetapi dapat diselesaikan dengan mudah.

Kata Kunci : *customer relations*, *customer relationship management (CRM)*, loyalitas pelanggan, desain program loyalitas, Grand City Surabaya

ABSTRACT

Grand City Surabaya was managed by PT Hardayawidya Graha which is subsidiaries to PT Central Cipta Murdaya (CCM) Group. Grand City Surabaya was established since 2009 and was officially inaugurated at October 10th, 2010. Grand City Surabaya presenting life style more than one stop shopping, but also one stop MICE. The purpose of this internship report is to perceive the implementation of customer relationship management by the program of Grand CityZen on Grand City Surabaya. The loyalty programs uses the theory of 5 designs: reward structure, participation requirements, payment functions, sponsorship and cost & revenue of loyalty programs.

This practical works has been done by 13 weeks and has been taking parts on customer service and customer relations (from department of marketing & communication). While doing the practical work, the author observes and examines about implementation of customer relationship management by the program of Grand CityZen on Grand City Surabaya.

Based on this practical work experiences and observation, the author discovered that the customer relationship management by the program of Grand CityZen on Grand City Surabaya has already meet all conditions on design characteristics of loyalty program. Trivial problems were still found yet solved easily.

Keywords : customer relations, customer relationship management (CRM), customer loyalty, design characteristic of loyalty program, Grand City Surabaya